
Why It's Important to Use Genuine KONICA MINOLTA Consumables



KONICA MINOLTA

KONICA MINOLTA is dedicated to providing high-quality magicolor and PagePro printers. However, only by using genuine KONICA MINOLTA consumables do you have the best chance of obtaining quality prints and continued reliability from your printer.

Use of other consumables (such as new toner cartridges sold by other manufacturers, refilled toner cartridges, and non-genuine KONICA MINOLTA toner) may affect the quality of your prints, may cause your printer to initiate intensive internal cleaning processes that adversely affect print speed, and may cause costly printer repairs. If it is determined that printer damage or failure was caused by the use of non-genuine KONICA MINOLTA consumables, the repair or replacement of the printer is not covered by your printer warranty. In other words, using genuine KONICA MINOLTA consumables protects your investment.

What do you mean when you say “consumables”?

The term “consumables” refers to any printer supplies that must be replaced on a scheduled basis.

Toner cartridges are probably the most obvious consumables, but other consumables may include print units, waste toner boxes, OPC drum cartridges, fuser units, and transfer belt units, depending on your printer.

A list of your printer's consumables, including their life expectancies, is published in the *User's Guide* on the CD-ROM that came with your printer as well as on our web site (go to printer.konicaminolta.com/support and click on Answer Base).

Ensuring Optimum Print Quality

KONICA MINOLTA PRINTING SOLUTIONS is dedicated to providing the highest quality prints from your magicolor or PagePro printer—and we believe that you expect the same from our printers. To fulfill these expectations, we have invested much time and effort in researching and developing color and monochrome toners that adhere to these high standards. Our testing has shown that when you use genuine KONICA MINOLTA toner cartridges in your magicolor or PagePro printer, your documents will be printed in the best possible resolution, color, and shading.

But consumables from other vendors are cheaper.

Genuine KONICA MINOLTA consumables are competitively priced to provide you with the most economical printing solutions for the quality of pages printed. They are engineered specifically to match the performance characteristics and capabilities of KONICA MINOLTA printers, and they are manufactured with the strict quality control that you have come to expect from KONICA MINOLTA.

Third-party consumables, on the other hand, are generic. While they may be labeled “KONICA MINOLTA” or “KONICA MINOLTA-compatible,” they are not genuine KONICA MINOLTA consumables and are likely to produce inferior print quality.

How might print quality be compromised?

Consumables not designed to a printer’s specifications don’t work as well as consumables whose design is an integral part of the printer development.

For example, if you use a different type of toner than is designed specifically for your printer, it may leak into the printer, inadequately fuse to your print media due to different fusing temperature requirements, or not be completely cleaned from the printer’s transfer belt unit and rollers during the printing process. All of these things cause print quality defects.

The following illustrations show some of the print quality defects that may be caused by non-genuine KONICA MINOLTA consumables. Other print quality issues may also arise.



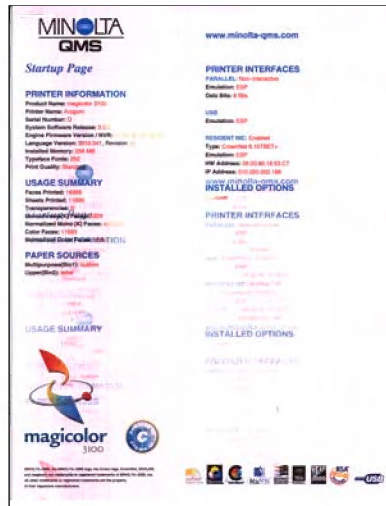
Note the line of defects that repeat down this magicolor 2210 startup page. This is caused by damage to the developing roller in the non-genuine KONICA MINOLTA cyan toner cartridge.



The developing rollers in these non-genuine KONICA MINOLTA cyan and black toner cartridges locked up, causing only yellow and magenta to be printed on this magicolor 2210 startup page.



This magicolor 2210 startup page was printed with genuine KONICA MINOLTA consumables.



The magicolor 3100 startup page on the left, printed using non-genuine KONICA MINOLTA consumables, shows another possible image quality defect—"ghosting," a faint, unwanted image on a printed sheet. The ghosting on this page is caused by toner that was not adequately cleaned from the printer's transfer belt unit after a previous startup page was printed.

The startup page on the right was printed using genuine KONICA MINOLTA consumables.

But the third-party vendors say their consumables are compatible with KONICA MINOLTA printers.

True—they say they're compatible. And the consumables may even *look* identical. But they aren't.

The main reason for this is that these third-party manufacturers don't have access to the specifications used to develop KONICA MINOLTA printers. And because of this, it's very unlikely that they could manufacture consumables that work as effectively and efficiently with the printer as genuine KONICA MINOLTA consumables. In fact, to date, all of the third-party consumables that we've tested have resulted in print quality defects similar to those pictured in the previous section.

The high-quality prints that you expect from your magicolor or PagePro printer depend on the ability of the individual toner particles to react precisely to the accuracy of the printer's laser as

it images your document. Print quality also depends on the ability of the toner particles to adhere to the media with precision through the fusing process as the page exits from the printer. The size, shape, and purity of the toner particles all affect the way the particles carry the electrostatic charges that move them from cartridge to page. Genuine KONICA MINOLTA supplies have the quality to perform excellently—and consistently—under the high-quality tolerances of KONICA MINOLTA printers.

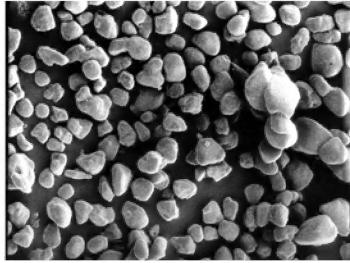
Is the same thing true for both monochrome and color toner?

Because of the additional variables required to print colors accurately, color toner must perform to even higher standards than monochrome toner. To achieve these higher standards, KONICA MINOLTA magicolor laser printers use a *polymerized* toner for the best print quality possible.

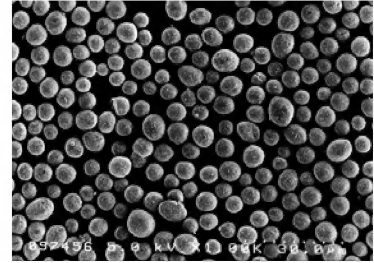
KONICA MINOLTA Simitri Polymerized Toner is "grown," using a chemical process that third-party manufacturers don't have access to. The toner particles produced by this process are more uniform in size, shape, and electrostatic properties than toner

particles manufactured using any other technology.

To the eye, genuine KONICA MINOLTA Simitri Polymerized Toner and non-genuine KONICA MINOLTA toner look identical. However, as you can see in these magnified photographs, the genuine KONICA MINOLTA Simitri Polymerized Toner particles are smaller and more uniform in size and shape than the non-genuine toner particles.



Non-genuine
KONICA MINOLTA toner



Genuine KONICA MINOLTA
Simitri Polymerized Toner

In addition, encapsulated within these genuine KONICA MINOLTA polymerized toner particles are chemicals that aid in the fusing process. The result is color toner that not only produces finer and more detailed lines than non-genuine KONICA MINOLTA toner, as well as better halftones, but that also creates less waste (in the form of toner “dust” that remains on the surfaces of OPC drums, transfer belt units, and rollers after a page has printed).

Ensuring Optimum Printer Performance

What kind of precautions might the printer take when using non-genuine consumables?

Before we can answer that question, we need to explain a little more about how the printing process works.

During the laser printing process, toner particles are attracted to oppositely charged areas of the OPC (organic photoconductor) drum. These same particles leave the OPC as media (monochrome printers) or the surface of a transfer belt unit (color printers) passes near. In this transfer from OPC to media or belt, some particles may remain on the surface of the OPC. To clean the OPC surface before the next page is printed, a brushing mechanism funnels these particles into a waste toner receptacle.

This cleaning process occurs prior to the imaging of every page in a document.

With genuine KONICA MINOLTA toner, the time required to perform this cleaning process is known, thanks to much engineering research. However, with non-genuine KONICA MINOLTA consumables, whose properties of attraction and quality are unknown, your printer may initiate longer cleaning cycles in an effort to clean the OPC drum adequately—and even then these efforts may not be completely successful. Of course, longer cleaning cycles adversely affect the overall print speed.

How might non-genuine KONICA MINOLTA consumables harm my printer?

To explain this, let's use toner as an example again.

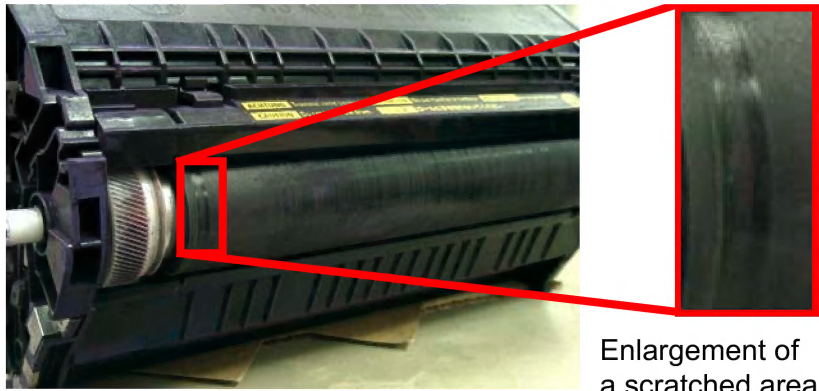
High-quality printed pages rely on the interdependency of printer hardware, firmware, and consumables (especially toner). Because other toner manufacturers don't have access to the specifications by which KONICA MINOLTA printer hardware and firmware are developed, they can't manufacture toner that fits the high tolerances detailed by these specifications.

In addition, since any amount of toner leakage can damage sensitive internal printer components, genuine KONICA MINOLTA toner cartridges are specifically engineered, manufactured, and tested to prevent any possible leakage of toner particles.

Non-genuine KONICA MINOLTA toner cartridges—both new third-party toner cartridges and refilled toner cartridges—are not subjected to this rigid quality control, and the resulting toner leaks can actually harm the parts of your printer.

This photograph, for example, shows a magicolor 3100 imaging unit after non-genuine toner had been used to print only a small number of pages.

While the roller must be smooth in order to provide high-quality prints, the non-genuine toner scratched the roller like sandpaper, thus sacrificing print quality.



Enlargement of a scratched area

In brief, printer parts manufactured to use the much smoother KONICA MINOLTA toner fail sooner when using the rougher non-genuine toner.

Why can't I just replace the damaged printer part?

Of course, you can replace the damaged printer part. But keep these facts in mind:

- While your KONICA MINOLTA printer warranty protects you against any such damage caused by defects in the workmanship of the genuine KONICA MINOLTA consumables you use, if it is determined that printer damage or failure was caused by the use of non-KONICA MINOLTA consumables (including leaky toner cartridges), the repair or replacement of the printer is not covered by your printer warranty.
- While you may have saved a few cents buying non-genuine KONICA MINOLTA consumables, the cost of replacing printer parts is likely higher than the amount of money you saved. For example, the magicolor 3100 imaging unit discussed above costs about \$350 (not including tax and shipping).

And parts that can be replaced only by an authorized KONICA MINOLTA service technician could cost even more. For example, the cost of replacing a magicolor 2300 Series transfer belt unit is \$298 for the part (plus the cost of the service call) while the cost of replacing a magicolor 7300 Series transfer belt unit is \$607 for the part (plus the cost of the service call).

- The time you waste troubleshooting print quality problems and/or replacing printer parts also offsets whatever you may have saved by purchasing cheaper consumables.

Ensuring the Tradition of Quality from KONICA MINOLTA

So, in the long run, I'm really saving time and money by using genuine KONICA MINOLTA consumables?

By using genuine KONICA MINOLTA consumables every time you print, you can be assured that you are receiving the full value for your printer investment. Genuine KONICA MINOLTA consumables ensure that your printer delivers excellent performance and high-quality documents throughout its life.

For your peace of mind and the assurance of best-quality prints, only genuine KONICA MINOLTA toner cartridges and other consumables should be used in your KONICA MINOLTA magicolor or PagePro printer.

Remember, while non-genuine consumables may initially cost less than genuine KONICA MINOLTA consumables, the long-term effects on your printer's quality and performance may be high—and costly.

Where can I buy genuine KONICA MINOLTA consumables?

Purchasing genuine KONICA MINOLTA consumables is easy. You have several options:

- Purchase directly from KONICA MINOLTA by going to www.q-shop.com.
- Contact the vendor from whom you bought the printer.
- Go to printer.konicaminolta.com/buy for a complete list of (and easy access to) local dealers, e-tailers, and retail outlets.

Feel free to call KONICA MINOLTA PRINTING SOLUTIONS U.S.A., INC. toll-free at 1 (800) 523-2696 if you have any questions or need more information

**What should I do
if I have
non-genuine
consumables?**

Contact KONICA MINOLTA Technical Support right away at 1 (877) 778-2687.

KONICA MINOLTA is committed to helping you protect your printer investment because we want you to rest assured in the quality you have grown to expect from us.